MULTIMEDIA UNIVERSITY

STUDENT IDENTIFICATION NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2016/2017

BMK2614 – PRINCIPLES OF MARKETING

(All Sections / Groups)

29 MAY 2017
2.30 pm – 5.30 pm
(3 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of 2 pages excluding the cover page with 5 questions.
2. Answer **ALL** questions. Distribution of marks for each question is given.
3. Please write your answers in the Answer Booklet provided.

INSTRUCTION: Answer ALL questions.

QUESTION 1

Once marketing managers understand consumers and the marketplace, they must answer two important questions in designing a winning marketing strategy: What customer will we serve and how can we serve these customers best?

a) With example, define customer needs and wants from marketing perspective. (5 marks)

b) Discuss FOUR (4) societal forces in company's macroenvironment that affect marketing management's ability to build and maintain successful relationships with customers. (10 marks)

c) Discuss the importance of selecting customers to serve before marketing strategy development. (5 marks)

(Total: 20 marks)

QUESTION 2

As the demand of upscale smartphone increases among the affluent consumers in Malaysia, Multimedia Corporation has decided to launch a new smartphone using "more for more" value proposition with a higher price to cover the higher cost. Kindly suggest and justify the individual product decisions for this new smartphone in terms of:

a) The product attributes (12 marks)

b) Branding (4 marks)

c) Product support services (4 marks)

(Total: 20 marks)

QUESTION 3

Samseng Sdn. Bhd is deciding to price its product for customer located in different regions in Malaysia. As a consultant, advise Samseng Sdn. Bhd a pricing strategy that can be based on geographical factors that can be implemented by the company.

(Total: 20 marks)

QUESTION 4

Although channel members depend on one another, they often act alone in their own short-run benefits. Discuss the possible channel distribution systems in marketing context.

(Total: 20 marks)

Continued...

QUESTION 5

List the various types of sales promotions. What are their objectives?

(Total: 20 marks)

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